



**TOPGOLF**  
LOUISVILLE

## OXMOOR CENTER

[www.topgolflouisville.com](http://www.topgolflouisville.com)

### Key Takeaways from Traffic Study

**Key Finding:** *Topgolf at Oxmoor Center will generate less traffic than a department store.* Adding Topgolf to Oxmoor Center will not impact traffic or require any improvements in roadway or traffic systems as they currently exist. Oxmoor Center traffic generated by Topgolf and related improvements are not expected to impact the Hurstbourne neighborhood or other residential areas.

#### Additional data:

- According to the study, compared to bringing in another department store, Topgolf at Oxmoor Center will generate 1,194 fewer trips throughout the day, and 156 fewer trips during the peak P.M. hours, decreases of 4.4 and 5.5 percent, respectively. These are the specific hours for which neighbors raised concerns.
- The study finds that 75% of the traffic will approach Oxmoor Center from the west (264 or Shelbyville Rd. headed eastbound), 22% from the east (Shelbyville Rd. headed westbound) and 3% from the south (Oxmoor Woods or S. Lyndon Lane).

#### Key Changes:

- **Site Plan:** The entrance to the Topgolf facility faces west, and the entire facility has been moved further north and west in the revised plan. This will encourage patrons to enter and exit on the western side of the mall—the opposite side from Hurstbourne.

#### Key Background on Oxmoor Center

- **Long-time Neighbor:** Oxmoor Center opened in 1971 and has been a fixture of the area and the neighborhood for nearly 50 years.
- **No Short Cut:** The entrance to the Watterson Expressway is less than a mile from the Topgolf entrance, the exit from the Watterson Expressway feeds directly into Oxmoor Lane on the western side of Oxmoor Center. The entrance to 64 E/W at Hurstbourne Parkway is between 2.7 to 3.5 miles depending on the route.

#### Key Background on Traffic Engineering:

- Figures are based on The Institute of Transportation Engineers (ITE) Trip Generation Manual and the trip generation data provided by Fehr & Peers from the Topgolf site in Scottsdale, AZ.
- The ITE Trip Generation Manual outlines anticipated trips produced by specific developments in specific locations, based on years of data collected from across the country. Some refer to it as the “traffic bible.” Ms. Zimmerman provided technical guidance to the current Trip Generation Manual, the only Kentucky engineer to do so.
- The study overlaid observed data collected on-site in May with ITE Trip Generation Manual standards to ensure a high-degree of accuracy.

#### Expert

- In May 2018, Louisville-based Dianne B. Zimmerman Traffic Engineering LLC conducted a traffic study to analyze whether adding Topgolf to Oxmoor Center would impact traffic on Shelbyville road.